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Research article

The backfiring effect of fairness salience in health messages regarding food allergies and diabetes

Melissa Foster*

The Ohio State University, USA

* Correspondence: Email: foster.1182@osu.edu.

Supplementary

Table S1. Stimulus text table for food allergies.

Injustice type	Topic/blame	No exemplar/injustice	No exemplar/injustice	Exemplar/injustice	Exemplar/injustice
		salient	not salient	salient	not salient
"Situational"	Developing	Sometimes life is not	While eight percent of	Sometimes life is	While eight percent
bad luck.	the health	fair for some children.	American children get	not fair for some	of American
Similar to	condition/all	Eight percent of	food allergies, the	children. Like	children, like James,
"distributive"	eviate blame	American children get	cause of these food	James, eight	get food allergies,
but in a health	from parents	food allergies. There	allergies is unknown.	percent of	the cause of food
context it	of kids with	is no way to prevent	Therefore, there is no	American children	allergies is unknown.
involves the	food	or predict which child	way to predict or	have food	There is no way to
burden of	allergies and	will develop these	prevent them.	allergies. They	prevent or predict
getting the	the kids	allergies. It is not a	Evidence from	could not have	them. Evidence from
health	themselves	choice	research regarding a	prevented or	research regarding a
condition			cause is inconclusive	predicted that they	cause is inconclusive
				would develop	
				these allergies. It	
				is not a choice	
Word count		35	35	35	35

Continued on next page

Injustice type	Topic/blame	No exemplar/injustice	1 5	1 0	1 0
		salient	not salient	salient	not salient
"Interpersonal"	Getting sick	Many students with	Many students with	James, like many	James, like many
fairness in	at	food allergies get sick	food allergies get sick	kids with food	kids with food
treatment from	school/blame	at school, sometimes	at school, from being	allergies, has been	allergies, has had
peers	attributed to	from bullying from	exposed to food they	bullied at school.	allergic reactions at
	other kids	peers. More than half	are allergic to. Often,	Children have	school. One was
		of these incidents	these incidents	chased him with	from accidental
		involve threatening	involve accidental	food, rubbed the	exposure to the food
		children with the food	exposure to common	food on him, and	he's allergic to, and
		they are allergic to,	food allergens,	tried to force him	it caused a
		potentially causing	potentially causing	to eat it. This	life-threatening
		life-threatening	life-threatening	makes him feel	reaction. He now
		reactions and isolation	reactions and isolation	isolated	feels isolated at
			for kids		school
Word count		36	36	36	36
"Decisional/pro	Getting	School boards often	Most elementary	James worries that	James worries that
cedural"	proper	are not willing to pay	schools do not have	the school board is	his school, like so
Fairness in	treatment at	to keep life saving	any life saving	not willing to pay	many others, does
procedures and	school/Blam	emergency	emergency	to keep emergency	not have emergency
decisions	e attributed	medication available	medication available	medication	medication available
	to poor	to students should it	to students with food	available for him	to students should it
	school	become needed	allergies should it	and other kids	become needed
	policies		become needed		
Word count		21	21	21	21
"Informational"	Getting	Schools very rarely	Information about	James's school	Parents of James's
Fair access to	information	provide adequate	what parents can do to	does not provide	friends find that it is
and use of	about the	information to parents	help keep kids with	adequate	difficult for them to
information	health	of children without	severe food allergies	information to	find information
	condition	allergies on what they	safe at school is often	parents of children	about how to keep
	and using	can do to help keep	hard to find for	without allergies	kids like him with
	it/blame	kids with severe food	parents of children	about what they	severe food allergies
	attributed to	allergies safe at	without allergies	can do to help	safe at school
	schools	school		keep kids like him	
				safe at their school	
Word count		28	28	28	28



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